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ABSTRACT OF THE DISCLOSURE

In a data recording and reproducing apparatus according to the present invention, audio/image signals are encoded by an encoding portion. A specific switch in a switch operation portion is operated only at the time of recording, and quantized image signals are selectively inputted to the encoding portion by a selection portion. Audio data and image data associated with the audio data are stored in a storage portion, and the audio data and the image data read from the storage portion are decoded by a decoding portion at the time of reproduction. The decoded audio signals are reproduced by an audio reproduction portion, and the decoded image signals are reproduced by an image reproduction portion. Only the image signals associated with the audio signals are selectively inputted to the image reproduction portion by the selection portion.